



Chris Bird

CMO

About Chris Bird

A data-driven marketing executive with 16 years of experience, Chris drives growth for private equity-backed healthcare groups, startups, and service-based companies. Specializing in performance marketing, he builds scalable, ROI-focused programs using SEO, local SEO, paid media, conversion rate optimization (CRO), email, social media, web development, and reputation management. Recognized for building high-performing teams, Chris excels at aligning internal staff and external partners around clear strategies, accountability, and measurable results. Having restructured multiple marketing operations to meet HIPAA standards, he also delivers a strong focus on compliance.

How Chris has Helped Businesses Grow

- Achieved 33% YoY increase in new patients and 56% YoY increase in new patient revenue for PE-backed dental group, developing and executing performance marketing pilot for underperforming offices.
- Supported revenue growth of \$153 million to \$650 million over 6-year period for PE-backed eye care MSO. Consistently increased new patient volume with average YoY growth of 18%.
- Drove increase of new patients by average of 27% YoY in first year of each newly acquired practice. Successfully integrated 20 acquisitions to support corporate growth strategy.
- Increased Google review scores from 3.1 to 4.7 in first 18 months. Increased organic traffic for most critical websites by 23% YoY.
- Drove customer success for nearly 2,000 local businesses throughout the country at digital agency. Grew team from 40 to 85 people in less than 2 years.
- Drove 185% increase in revenue and 250% increase in Net Promoter Score at content marketing agency by restructuring business to better retain staff and customers and drive overall profitability.

Executive Experience

- Chief Marketing Officer, Patient Bound
- Vice President of Marketing, Mosaic Dental Collective
- Vice President of Marketing (With oversight of Sales & Contact Center), American Vision Partners
- Senior Vice President, V Digital Services
- President, Vertical Measures (now IDX)
- Senior Vice President, LaneTerraLever

Expertise

Industry Experience

- Healthcare
- Professional Services
- SaaS
- Private Equity
- Home Services
- B2B

Specialties

- Digital Marketing
- Growth Strategy
- Demand Generation
- Performance Marketing
- Marketing Team Leadership
- HIPAA Compliant Marketing

Education

- MBA, Global Business, Thunderbird School of Global Management
- BS, Business, University of Arizona, Eller College of Management

Contact Information

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